

MANITOBA CALLING



**RADIO BRANCH
CKY - CKX
MANITOBA
TELEPHONE SYSTEM
NOVEMBER, 1941
VOL. V., NO. II.**



Announcing

The Winners

"MANITOBA CALLING'S"
ESSAY CONTEST - SENIOR SECTION

"A Holiday in Manitoba"

1st Prize - - - \$100

MRS. R. O. MARTIN,
Fort Garry

2nd Prize - - - \$50

EDITH MOTLEY,
Winnipeg

3rd Prize - - - \$25

MRS. C. A. NELSON,
Poplar River, Man.

Many entries are deserving of honorable mention, and excerpts from the best contributions will be published in future issues of "Manitoba Calling". The major prize essay appears in this issue.

Essays in the Junior Division are now in the hands of the judges. The winners will be announced in the December issue.

Congratulations!



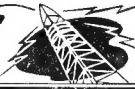
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Radio and the War

It would be difficult indeed to imagine a world suddenly deprived of radio. During the first great war dispatches were limited to the facilities available at that time, resources which sometimes became overburdened with the rush of war-bulletins, international business and governmental affairs.

In our present day, news is flashed via short-wave from the war-scene, and is relayed without delay to the many facilities that carry it to listeners and readers. Opinions are shared with the people at large, thus enabling them to hold intelligent views on world events. News bulletins, commentaries by military and government leaders, all play an important part in knitting public opinion and sustaining morale, and these features are given precedence in broadcast schedules.

Canadian radio has pledged the support of its far-flung facilities in the great task of accomplishing ultimate victory.



On Active Service

One of radio's outstanding personalities, D. R. P. Coats has resigned his post as Manager of Public Relations of CKY and editor of "Manitoba Calling" to enter the Administrative Service of the R.C.A.F. A fine tribute to Mr. Coats was published in The Winnipeg Electric "Public Service News", an excerpt from which follows:

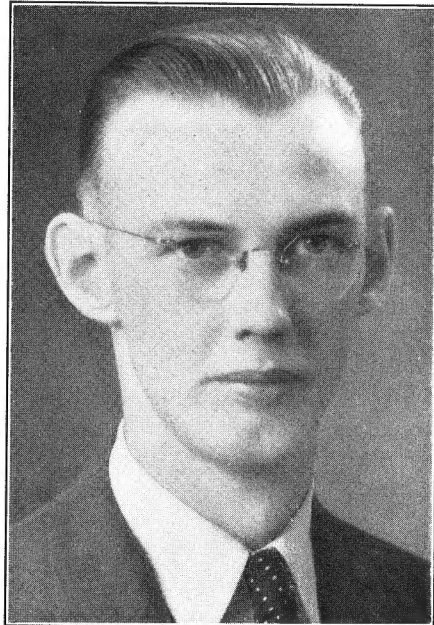
"Darby Coats, unassuming, competent, always a gentleman, a true product of Britain, a veteran of Great War No. 1, leaves us and CKY. Why? Just because Darby wants to do his bit in War No. 2. He leaves Radio Station CKY to become Pilot Officer Coats in the R.C.A.F. May I say: Stout fellow, Darby; may God be with you and bring you back to us when your job is done."

His many friends will follow with great interest Mr. Coats' activities, and all our good wishes go with him. We hope to publish a photo of him in uniform in an early issue of "Manitoba Calling".

Another member of the CKY staff to join the armed forces is Nelson Gardiner, studio operator during the past four years, who left early in October to take an officer's course at an eastern Military School. Prior to his enlistment Nelson served in the Royal Canadian Corps of Signals (R.A.) with the rank of sergeant. With Nelson, too, go the good wishes of all of us for success, and an early return!

A recent letter brings news of Sgt.-Pilot Brian Hodgkinson now "somewhere overseas". Brian is in fine health, and reports seeing action with a squadron made up entirely of Canadians. He sends his regards to all his friends in Canada.

L.A.C. Calvin Peppler, formerly of the Army Service Corps has transferred to the R.C.A.F. and is now stationed in Eastern Canada. Before going into the Service, Calvin was employed in the Public Relations Department of CKY.



Nelson Gardiner

★ ★ ★

Capt. C. E. Snider, Royal Canadian Artillery, is now attached to the instructional staff at Camp Shilo. Claude went overseas with the first Canadian Division in January, 1940, and was posted back to Canada as an instructor in June, 1941. Before his enlistment he was chief operator at CKX Brandon. Two former CKX announcers, Bombardiers Ron Deacon and Jack Holmes, are attached to the R.C.A. Training Centre, Fort Brandon barracks.

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He Scores !!

Once again hockey-fans across Canada will be treated to Foster Hewitt's vivid play-by-play descriptions of the Saturday night games from the Maple Leaf Gardens in Toronto. The first broadcast is scheduled for Saturday, November 1st, at 7.00 p.m. over CKY. The Imperial Oil Company will sponsor the series.

Our Visitors From Far and Near

CKY—Cross-roads of the world! Such might be one's impression on looking through our visitors' log, in which visitors have registered from such far-distant and romantic sounding places as Kutavene, Bay of Plenty, New Zealand, and Llandudno, Wales. More than 2,400 people have signed our guest-book on completing a tour of CKY studios this summer.

Conducting visitors through our studios is one of our most pleasant duties, and we are proud of the fact that ever increasing numbers include CKY in their list of places-to-visit in Winnipeg. From May to August of this year our visitors came from 8 provinces of the Dominion: Manitoba, Saskatchewan, Alberta, British Columbia, Ontario, New Brunswick, Nova Scotia and Quebec; and from 19 states in the American Union—Illinois, Montana, California, Iowa, Michigan, Pennsylvania, Wisconsin, Maine, Minnesota, Washington, Colorado, Kansas, Indiana, New York, Oklahoma, South Dakota, Texas, Nebraska and North Dakota.

Among our most welcome callers are men of the Commonwealth Air Training Scheme and our guest-book bears names from England, Wales, Scotland, New Zealand and Australia. Prior to joining up, some of these airmen had worked in radio and it was interesting to compare notes with former employees of the BBC, and of radio station 2CH in Sydney, Australia and 1ZB in New Zealand.

Many school groups were conducted through our studios during the summer season. From North Dakota these were Drayton, Crystal, Pembina, Adams, Hamilton, Silva, Gilby, Tolna, Bowesmont, Verona, Dahlen and Starkweather. From Minnesota — Greenbush, Kennedy, Holt and Lancaster. Tours were also arranged for classes from city and country schools of our own province. Among these the following Winnipeg schools were represented: — Lord Selkirk, Lord Roberts, Margaret Scott, St. Mary's, Lord Nelson and Assiniboine; and from the country—Oak Bluff, Gilt



Don Keith

Edge, Castleton, Altona, Steinbach, Greta and Roland.

During the recent Inter Lake Teachers' Convention in Winnipeg a party of 81 teachers visited our studios. Other groups to visit us during the summer season were the Manitoba Junior Seed Growers' Club, Y.M.H.A. Boys' Camp and the Sir Arthur Currie Ladies' Auxiliary B.E.S.L. No. 112, Walsh County Agricultural School, Park River, N.D., Crookston, N.D. High School Girls' Band and the American Legion Post from St. Paul, Minnesota.

Mr. Don Keith, the genial guide who conducts the CKY studio tours, is pictured on this page. Under his guidance visitors are allowed to peek behind the scenes of radio, and are shown the construction and equipment employed in broadcasting. Mr. Keith is called upon to answer innumerable questions concerning personnel, programmes and technical apparatus. His duties as official guide make for busy and interesting days, and his enthusiasm and friendliness help to make a CKY studio tour a pleasant experience.

Paddle Strokes Through the Whiteshell

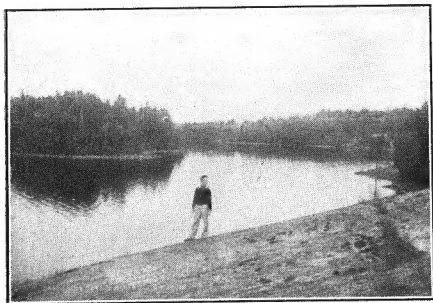
Prize-winning Essay in our "Holiday in Manitoba" Contest.

By MRS. R. O. MARTIN.

June is the traditional wedding month, and we chose it too. We said our "I do's" and thrilled to Lohengrin in a small town in central Iowa. As we drove northward through Minnesota and the Dakotas we decided to skip over their tourist attractions and spend our short honeymoon in the beautiful Whiteshell Forest Reserve of Manitoba.

Leaving Winnipeg we sped along the Trans-Canada highway toward Beausejour and Rennie. The wheat fields were showing neat rows of bright green, and the white plaster cottages of the Ukrainian farmers sparkled in the sunlight. It was interesting to watch the poplar bush slowly change to stands of jack-pine, spruce and tamarac until we were entering the cathedral beauty of the reserve itself. Several deer leaped across the road in front of the car, and a ground hog stared curiously as we passed.

We caught quick glimpses of Red Rock and Brereton Lakes before we reached the camping spot on Lake Jessica which was to be our headquarters.



MALLOY LAKE

"a huge mass of rock that sloped to the water's edge."

We found Jessica to be an interesting lake itself and a convenient jumping-off place for canoe trips into the reserve. One end of the lake is marshy, and it is there that the Whiteshell river enters.

Just a few yards farther down, the river flows out of the lake to Rainbow

Falls and White Lake. Exploring this marshy end, we heard marsh wrens sputtering merrily in the reeds, and noisy yellow-headed blackbirds calling to each other. Here in land made up of floating clumps of earth we found wild blue irises or swamp orchids.

From the river's mouth it is only a few yards to the portage to Malloy Lake. The portage is quite steep and long, and partridge scurry through the bush as you approach. On this trail we were thrilled to find wild tiger lilies, bright orange and warm as flame, growing like exclamation marks in a patch of soft green moss. We paddled around the shores of Malloy Lake and saw at one point a huge mass of rock that sloped gradually to the water's edge.

On a map of the reserve we noticed a fine line called "proposed road" and decided to try it. It was quite rough and sticky in spots due to recent rains. However, we bumped along until we got to Green Lake, unloaded the canoe, paddled across and then made an easy portage into the Big Whiteshell. The only fishing I had ever done was the sitting-all-day-in-a-leaky-boat-variety, and I was anxious to try trolling from the canoe. We paddled slowly around the lake exclaiming at its untouched beauty—the twisted and gnarled jack-pine growing out of tiny crevices in age-old rock, the soft grey lichen and the new green of fern fronds. In just a short time we had a catch of five large fish, pike and pickerel. Fried slowly in melted butter they became a delicacy fit for a king.

Our last day was spent in exploring White Lake and walking over the portage to Cabin Lake. Finally at day's end we ate our supper on a rock ledge overlooking the beautiful horseshoe curve and rushing water of Rainbow Falls. The western sky was still rosy with sun when a crescent moon appeared in the east, and behind us there was a double rainbow of green and yellow Northern Lights that moved restlessly like wind-



Sgt.-Pilot Brian Hodgkinson

Reported Missing

It is with deepest concern we learn that Mr. and Mrs. Hodgkinson have received word that their son, Sgt.-Pilot Brian Hodgkinson, CKY staff announcer, is officially listed "Missing after air operations on Monday, October 27th". It is our most sincere wish, and that of his many friends that later dispatches will report him safe. Letters received just prior to the cable tell something of the superb part his squadron is taking in operations, and it is so like the Brian we know to have been a keen and enthusiastic member of such a gallant crew. With Brian's parents and the entire staff of the Manitoba Telephone System we anxiously await favorable news.

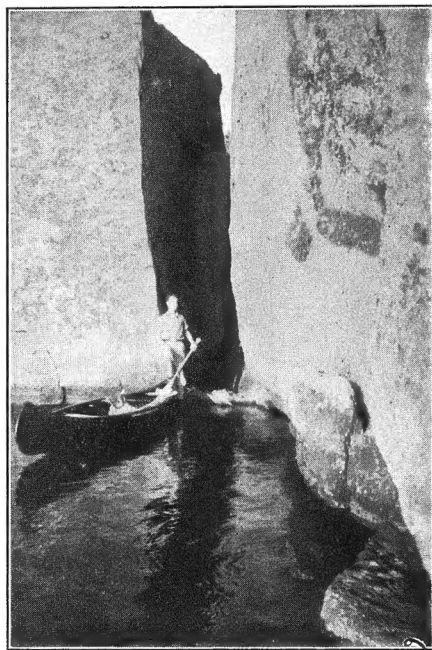
tossed curtains. As we stroked slowly back to the boat dock our paddles picked up little drowned stars that splintered into silver.

The Long Week-end

Winnipeg was very warm in July, and we waited a long time for the Civic Holiday and the long week-end. When it finally came, we had our sleeping bags rolled up and ready for another canoe trip into the Whiteshell. This time we started from the boat dock at Caddy Lake at midnight and set up camp in the dark. Next morning we paddled up to the end of the lake, through a cool rock tunnel with moss covered walls to South Cross. This lake is rather narrow and not very deep and at the far end there is another rock tunnel leading into beautiful North Cross Lake. I think that it will always be one of my favorites. It is large and very deep and the shores are steep cliffs or sloping rock, that give it a rugged beauty. The water has a slight amber colour from muskeg, and if you go swimming your legs and arms look as warm and bronzed as a life guard's. Far up at the other end of the lake there is a very easy portage of about thirty yards around a dam into Sailing Lake. We camped there at the portage where there is a handy fireplace, and listened to the crescendo of rushing water falling over the dam.

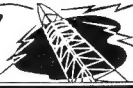
On our return trip we feasted on sun-warmed raspberries and blueberries that we picked in a clearing in the bush. This short trip of about fifty miles was a grand one for a long week-end. There are no portages and the tunnels make passage between the lakes very simple and delightful.

We had saved a week's holiday for the end of August and had planned a motor trip. However, with the Government trying to cut gasoline consumption we decided to go again to the Whiteshell. This was to be a real trip of five full days into Crow Duck Lake, and the canoe "Dangler" was scraped and painted until it looked fit for a trip across the Atlantic. My young brother from the States came along, making our baggage quite an item. However, we got it all stowed in at Lake Jessica, and then paddled down the lovely Whiteshell



"Our last day was spent exploring White Lake."

River to Lone Island. This shallow lake is ideal duck country and clouds of them flew up as we entered the expanse of wild rice. We saw blue and green teal, mallards, fish and crow ducks, and wished it were the duck hunting season. There were hundreds of ducks in the rice and in the air. We paddled the length of the lake into the river and followed its course into the Little Whiteshell. Here the wild rice was like a huge farm of acres and acres of waving grain. The water was high enough to get through without pushing, and we soon reached the Big Whiteshell. In a short time we had crossed the lower edge of the lake and reached the portage to Crow Duck. Resolutely, we shouldered our packs and followed a trail over a rocky hill and down the other side. Through the trees we caught a glimpse of blue water, and soon we were standing on the shore of the largest lake in the reserve. It is without question the most beautiful. No one can reach the lake except by canoe, (Continued on Page 10.)



Our Cover

This month's cover of "Manitoba Calling" is a reproduction of a water-color by Angus H. Shortt.

Mr. Shortt became associated with Ducks Unlimited upon completion of a commission with the American Museum of Natural History in New York, in 1939. Prior to that he was engaged in a survey of bird-life in Manitoba for the National Museum of Canada at Ottawa. During the past ten years Mr. Shortt has made the drawing and painting of birds his hobby, and his work has received recognition in exhibitions of bird-art in Canada and the United States.

In the preparation of a color-study many hours are spent in observing the birds in their natural environment. Rapid pencil sketches are made of the characteristics of the particular species, and the finer details of coloring are duplicated on the sketch. The artist then constantly refers to these field-sketches in preparing his water-color studies to present the true characteristics and plumage.

On our cover Mr. Shortt has depicted two males and a female of the familiar Mallard taking flight. This species is widely known as the Green-head, the favorite of hunters because of its wide distribution and its excellence as a table-bird.



NEW STAFF MEMBERS

The new voice on CKY is that of George Robertson, latest addition to CKY's announcing staff. George has had previous announcing experience with stations in the West, and already much favorable comment has been heard on his pleasing voice and fine radio style.

Another name has been added to CKY's roster—that of David Tasker, who joined the technical staff in October. His voice won't be heard on the air, as he joins the ranks of the men "behind-the-scenes", who are responsible for the technical detail which is so vital a part of radio.

SMILIN' ED. McCONNELL



Meet Smilin' Ed. McConnell, whose radio career dates back to the early days of radio. Listeners like his "just folks" way of talking—the rich mellowness of his singing voice—the contagious laugh that ripples through every one of his 250 pounds.

The same secret that has kept "Smilin' Ed." up among the top radio entertainers for twenty years might be helpful to others. Here it is in his own words. "Be yourself! The minute you try to be somebody else, you've doubled your competition". Smilin' Ed. McConnell greets early morning listeners on CKY at 7.15 to 7.30 a.m. Monday and Friday, and on CKX at 7.30 a.m. Wednesday, sponsored by the Mantle Lamp Company.



MERCER McLEOD THEATRE

One of the shows which had to find a new time in the programme "shuffle" due to the time-change is the Mercer McLeod Theatre. These popular dramatic presentations are now heard on CKY at ten o'clock Wednesday evenings. The Mercer McLeod Theatre is sponsored by Daytons.

"BY ANY OTHER NAME"

We found an interesting item in "Broadcasting" magazine concerning the use of the word "announcer". Believing the term to be outmoded, Richard Stark, an American network announcer, offered \$25 for a suitable substitute. He received about 600 replies containing some 250 suggestions, including: Herald (which led the field with 73 votes); proclaimer, introducer, radiator, co-ordinator, loquator, arranger, ether waver, air custodian, vocalator, chronicler, radiator, orator, introductor, announcatiner. Not particularly fancying any, Stark selected as best the trio, air-master, host and mikemaster, and turned them over to three judges—who, be it noted, rejected all three!

Readers of "Manitoba Calling" may wish to share their views on the subject and correspondence will be welcome.

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NEW SHOW ON CKY . . .

THAT BREWSTER BOY—sponsored by the Quaker Oats Co., takes the 7.30-8.00 half-hour in our Tuesday evening schedule.

THE "GHOST WALKER" RETURNS

Many listeners will remember the spine-chilling "GHOST WALKER" series produced from Trail, B.C., by Mercer McLeod. We are pleased to announce the return of this popular programme. It is heard on CKY Mondays at 10.30 p.m., sponsored by CITY HYDRO. Mr. McLeod will again produce and direct the "Ghost Walker".

WEDDING BELLS

Eric Davies, Programme Director of CKX Brandon, and formerly of the CKY staff, is receiving congratulations on his marriage to Miss Marion Meighen, on October 25th, in Portage la Prairie. We extend our very best wishes to Eric and his bride.

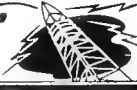
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MANITOBA TELEPHONE SYSTEM



The Romance of Lake Winnipeg

By PHILIP H. GODSELL, F.R.G.S.

Noted Fur Trader and Arctic Traveller.

Author of: "Arctic Trader", "The Vanishing Frontier," Etc.



Lake Winnipeg was the meeting place for vast fleets of yellow birch-barks.

Steeped in three hundred years of romance; linked with the French *noblesse* and picturesque *courriers de bois* who threaded the forest trails from the Atlantic to the Rockies; meeting place of vast fleets of yellow birchbarks sweeping northward to the palisaded fur forts on Hudson Bay, Lake Winnipeg, Manitoba's inland ocean, extends its mirrored waters from a few miles north of the City of Winnipeg to the heart of the game-filled forests of Keewatin. Upon its pine-clad shores have twinkled the campfires of explorers and traders whose names are history, of Selkirk settlers driven from their homes in the Scottish highlands, and of Colonel Wolseley's troops, west-bound to quell the rising of Louis Riel's disaffected *Metis*. And before the Iron Horse opened up the West its white-flecked surface was linked with the land of the Star Spangled Banner by stern-wheeled steamers plying between the frontier city of St. Paul and grey-bastioned Fort Garry on the Red.

Hardly had the factors of the Hudson's Bay Company raised the stronghold of Fort York beside the storm-tossed waters of Hudson Bay than the rivers flowing northward from Lake

Winnipeg became the thoroughfare for golden argosies of birchbark bearing the furry wealth of forest and prairie to the marts of the English traders.

Each summer there gathered upon the shores of Lake Winnipeg a horde of painted savages, their skin tepees, lean-to huts and birchbark wigwams stretching for miles against the dark background of solemn pines. Here braves hunted deer and moose, dried meat and fish above their lodge fires, and put up pemmican for their forthcoming voyage to Fort York. Squaws visited from lodge to lodge, garnering the gossip of the Lone Land; coppery braves, gay in vermillion and hawk-bells, plighted their troth with elk-eyed young belles, or helped their elders strip the bark from the birch trees and fashion it into buoyant canoes. Beneath the straight-boled pines greying warriors recounted their *coups*, boasted of the Sioux scalps they had taken, and passed the sacred calumet around to ambassadors from other tribes.

While dogs howled and squaws shouted their adieus, five hundred leaping birchbarks swept out upon the tossing waters. As they plunged their paddles into the waves tawny crews emitted

exultant whoops, while warriors ashore awakened sylvan echoes with thunderous salutes from flintlock muskets. Thus, each summer, did Crees, Assiniboines and Saulteaux depart with their bales of beaver skins, along a canoe route now familiar to American tourists, to trade with the *Shagonashuak* of Hudson Bay.

The Departure

But the French in Montreal were not disposed to look idly upon this intrusion into what they considered their own domain. On a sweltering afternoon, June 8th, 1731, fifty grizzled woods runners, *voyageurs* and interpreters in fringed buckskin debouched from the stockaded fort at Montreal, headed by Sieur Pierre Gaultier de la Verendrye and his three sons, to search for the fabled Western Sea whose narrow waters were thought to lie between the "Great Forked River" and the empire of China. Priests blessed departing *voyageurs*. Chapel bells pealed "God Speed". To the booming of cannon *voyageurs* swung their packs and birchbarks on their backs, threaded the portage around Lachine Rapids and launched their buoyant craft upon the St. Lawrence, with bows pointing towards the setting sun.

At the lonely fur post of Nipigon, la Verendrye learned from Ochigah, an Ojibway chief, of a great lake beyond Superior from which a river flowed to the salt sea. Ochigah told of Indians who'd seen men on horseback attired in shining armour, and of sailing vessels that had travelled over the salt sea. Armed with Ochigah's birchbark map, la Verendrye returned to Montreal to enlist the support of Louis XV. in his search for the Western Sea.

Provided with a fur monopoly to finance his explorations, the gallant la Verendrye headed once more westward. Breasting the flood of the Ottawa, and the tossing waters of Huron and Superior, his tawny *voyageurs* poled and packed and paddled till, near the site of modern Fort William, the tired men mutinied, forcing their leader into winter quarters. With the more intrepid Frenchmen, la Jemmerais, his nephew, pushed on to Rainy River and raised the stockades of Fort St. Pierre. Trade with

the Crees was brisk, and many loads of glossy pelts went back east in the spring in charge of Jean Baptiste. Pushing westward to St. Pierre, la Verendrye found two hundred Crees awaiting him. On down the Rainy River the party continued to lovely Lake of the Woods, where la Verendrye raised Fort St. Charles, second in the chain of forts that was to link Manitoba and the western prairie with French influences on the Hochelaga.

Ahead beckoned another vast lake that Ochigah had told of. Ocean Lake, or *Ouinipegou Sakahagan*,* as the Crees called it. With his creditors in Montreal howling disappointment at the meagre profits, and holding back supplies, la Verendrye found his position becoming daily more desperate. Hopelessly in debt to his men for wages, and



Cree Chief (Philip Godsell, right) welcomes La Verendrye to the Forks of the Assiniboine and Red. (From *Le Verendrye Bi-Centennial Celebration*, Winnipeg, 1938.)

short of supplies, he hurried by canoe to Montreal while Jean, his son, poled and paddled westward down the English River till there burst upon his gaze what at first appeared to be the Western Sea itself, the wide blue waters of Lake Winnipeg. Near where Fort Alexander stands today Jean raised the palisades of Fort Maurepas, smoked the peace pipe and traded with nomad Cree and Saulteaux hunters whose birchbark lodges dotted the coves and inlets.

Holding off dissatisfied creditors, smoothing angry *voyageurs* demanding

(Continued on Page 12.)



Paddle Strokes Through the Whiteshell

(Continued from Page 5.)

and it is so large that you could spend days exploring it. But the thing that sets it apart from all the other lakes is its abundance of fine sand beaches. The beaches can be found in many of its bays, and they are wide crescents of smooth, brown sand packed hard by the waves. We enjoyed many swims in the cold, crystal-clear water, and frolicked on the sand beaches. Many of the bays are marked by the large, deep footprints of moose and the more numerous tiny ones of deer.

We pitched our tent on a beautiful wooded island and stayed there for three days. One morning a heavy fog blanketed the lake, pinned down by pine trees on either shore. When it began to lift, I saw one of the loveliest sights I have ever seen. During the night tiny spiders had been stringing their silken strands across every branch of the jack pine, tamarac and birch that grew on the island. The fog had condensed on the webs in tiny clear glass beads, and in the sunlight each tree sparkled like a fairy Christmas tree. While building a fire one morning we were surprised to find this note scrawled on a scrap of birch bark—"Here's hoping you enjoy this camping spot as much as we did. Jim and Bob Matthews, Ann Arbor, Michigan, July, 1940." Someone else had thrilled to the beauty of this tiny island.

Turning Homeward

Each day we took trips up and down the lake, and one afternoon we saw two bald-headed eagles perched on a tall balsam, looking curiously at us. Then, at the same instant, they flew quickly to some safer retreat, their huge wings flapping in a wide arc. They aren't very often seen, but according to reports they have an old eyrie at Boundary Falls.

It was hard to say goodbye to Crow Duck because it meant that our trip was almost over. Once again we portaged into the Big Whiteshell where we picked up several large pickerel by just dragging the troll as we went. It was very windy, and the trip through the Little

Whiteshell was a hard slow pull with cold spray in our faces. Exhausted from the strenuous paddling we slowly entered the river and stroked lazily. Rounding a bend we came face to face with a big cow moose, shoulder deep in the water, contentedly munching on succulent lily pads. Our trip was a success for we had seen a moose! She watched us curiously for a few seconds and then bolted noisily into the thick underbrush.

Lone Island Lake is about two miles long, and we crossed it in fifteen minutes, literally, with colours flying. We improvised a canvas sleeping bag for a sail, and a canoe paddle made a satisfactory mast. The last miles down the river with the current were easy ones, and in a few hours we were back in civilization, feeling a bit out of place with our muddy slacks and unkempt hair. But the memory of those golden days will keep us warm on winter nights when the mercury shudders at thirty below. In our study we have a large map of the Whiteshell with all the lakes that we have explored shaded in with red pencil. There are still some that we haven't seen, and Crow Duck we must see again, so most likely the first warm days next spring will find us planning another trip into Manitoba's beautiful Whiteshell. There we have found the peace of heart we need to play our part in these difficult days. There we have found beauty and solitude — and golden silence.

Pine needles toasted by the sun
Cushion my bed;
A scrap of sky pinned with a star
Covers my head;
The ends of the logs in a dying fire
Glow round and red.
Words are spoken, but the best
Are left unsaid.



WANNA BUY AN AEROPLANE?

Modern radio is looked upon not only as a listening medium, but a veritable source of information. A recent mail brought an enquiry from an American citizen who wished to dispose of his aeroplane! It's all in a day's work, and CKY is ready at all times to lend a helping hand.

RADIO IN EDUCATION

The educator must seek new paths to reach his goal, which is, simply stated, the communication to young people of information and attitudes intended to produce intelligent and valuable citizens. To do this he brings into the school live information concerning all the instruments and tools and problems which make this age what we term "modern". He must acquaint his students with such a variety of functions as electricity, water-power, heat, international banking, trade organization and a thousand others. One of the chief means of realizing this theory in the school today is radio. A receiving set in a classroom is like a gigantic and sensitive ear listening to events outside the classroom walls. It is also a magical ear since it has the power to select from the welter of business and industry and art the things which are important to the child and his learning.

(The above is from The Teachers' Bulletin for School Broadcasts, published by the Manitoba Department of Education.)

Prairie Schools Broadcasts

The Prairie Schools broadcasts will be heard on Tuesdays and Fridays at 3.00 p.m. C.S.T. from CKY Winnipeg—and at 11.30 a.m. C.S.T. from CKX Brandon).

The Tuesday programmes, "Highways to Adventure", are designed to stimulate the interest of the children in the reading of worthwhile books. Part of a story is dramatized in each broadcast, to whet the child's appetite so that he will want to devour the whole book.

The Friday programmes will be devoted to Junior Music, designed for Primary Grades. The object of this series is to release the children's rhythmic sense, and allow them to become familiar with a background of good folk and other tunes, which will serve as a foundation for more advanced musical training.

School of the Air of The Americas

In addition to the Prairie Schools Broadcasts CKY and CKX are again carrying the C.B.S. "School of the Air of the Americas", Tuesdays and Thurs-

"BIG TOWN"



"Big Town" is back again for the fifth consecutive season with Edward G. Robinson as Steve Wilson, managing editor of the "Illustrated Press", and Ona Munson as Lorelei Kilbourne, his glamorous aid and ace reporter, on the Columbia and C.B.C. networks, Wednesday nights. (CKY-CKX, 7 p.m. C.S.T.)

All sorts of exciting stories again are uncovered by the fearless Wilson and lovely Lorelei. As usual, the programme opens with the lusty cries of "Wuxtry! Wuxtry! Read all about it in the Illustrated Press!"

As Steve and Lorelei race through "Big Town", tracking down criminals, exposing crooked politicians, the music of Leith Stevens' orchestra serves to heighten the color of their scenes and provide the transitions. "Big Town" is sponsored by Lever Bros.

days, at 3.30 - 4.00 p.m. C.S.T., which include programme material furnished by Canada, Mexico and the Pan-American nations.

University Lectures

The University Lecture Series, inaugurated in 1923 and broadcast each season without interruption since, is heard on CKY and CKX at 4.00 p.m. C.S.T. Mondays, Tuesdays, Wednesdays and Thursdays.



The Romance of Lake Winnipeg

(Continued from Page 9.)

wages he couldn't pay, keeping themselves alive at times by eating parchement, moccasin leather, roots and dogs, la Verendrye continued to extend his trade, his face ever towards the Western Sea. Determined to rush canoes to Michillimickinac for supplies and powder, he sent twenty *voyageurs* east. Led by Jean Baptiste, they camped on the night of June 5th on Massacre Island. But a few Crees, playing with the muskets bartered from la Verendrye, had fired on a band of wandering Sioux. Angered, they joined the main body and, through the night, saw the red glare of the *voyageurs'* campfire. Not a Frenchman lived to tell the tale. Surprised as they slept, they were massacred to a man.

Satisfied by this time that Lake Winnipeg, instead of emptying into the Western Sea, emptied into Hudson Bay, la Verendrye turned his eyes to the river entering Lake Winnipeg from the West.

On the 24th of September, 1738, at the forks of the Red and the Assiniboine he smoked the peace pipe with Cree chiefs and established the modest outpost of Fort Rouge, nucleus of the future City of Winnipeg.

Paddling up the lovely Assiniboine he established still another link in the growing chain of fur posts — Fort la Reine, where Portage la Prairie stands today. Setting out from here in mid-October with his two sons and forty-nine followers, he pushed across the snow-swept prairies to the dome-shaped earth lodges of the blue-eyed and hospitable Mandans near Bismark, North Dakota. Exploring North and South Dakota, and glimpsing the Black Hills, his men deposited at St. Pierre a lead plate which was discovered by school children on February 16th, 1916, and claimed the country for the King of France.

Between 1739 and 1743 la Verendrye's sons explored the country between Lake Manitoba and the Saskatchewan River, which they discovered entered the north end of Lake Winnipeg. On the shore of Lake Manitoba they reared Fort Dau-

phin, Fort Bourbon on Cedar Lake, and Fort Paskoyac on the swift-flowing Saskatchewan at The Pas. The cost of maintaining this far-flung line of posts compelled la Verendrye to go again to Montreal in the fall of 1743 to obtain funds necessary to carry on his work. Unable to do so, despairing of getting fair treatment either from the French court or from his creditors, he resigned his commission.

While the task on which la Verendrye had set his heart was never accomplished he, and his sons, in eighteen short years discovered and tapped the vast empire of the Northwest, linked Lake Winnipeg with the East by a chain of trading posts that reached to the Saskatchewan, cut the Indian line of communication and encircled the English forts on Hudson Bay. Thus all unconsciously, he set the stage for a future fur war that was to rage across the prairies long after the French had been defeated on the Plains of Abraham.

* * *

Another article in this series will be published in an early issue of "Manitoba Calling".

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Philip H. Godsell, F.R.G.S.

*Note by Author:—

In many writings Ouinipeg, the name from which Winnipeg was derived, is interpreted as "Dirty Water". Actually the real meaning of the word is Ocean, which, in the Cree language, is frequently spoken of as Ouinipogo, literally Dirty Water from the salt, making it brackish to the taste. Ocean Lake is therefore a more appropriate interpretation of the original Indian name.

—P.H.G.



Christmas Subscriptions

A subscription to "Manitoba Calling" will make an acceptable Christmas gift for friends, especially Manitobans now residing elsewhere. Men and women on active service will appreciate receiving copies of "Manitoba Calling". A suitable gift-card is enclosed with the first issue mailed to reach the recipient at the Christmas season.

It's a Girl!

Tom Benson, popular m.c. of "Wake Up and Live" became a "daddy" on October 24th, when Mrs. Benson presented him with a baby girl — Margaret Maureen. Congratulations!!!



WINNIPEG LISTENS

Continuous survey over a period of twelve months in the key cities of Montreal, Toronto, Winnipeg and Vancouver, reveals the fact that in the Greater Winnipeg area there is a consistently higher percentage of radio sets "turned on" than in the other cities.

Over two million interviews with Canadian householders regarding their listening habits were made in the twelve months ending September 30th. Winnipeg figures show that in daytime 33.1% radios are being used, and in the evening 44.6% sets are on.

The average percentage for all the above cities is: daytime 20.6%; evening 33.3%. Surveys are conducted by the radio research division of a Toronto Statistical Agency.



GUILTY OR NOT GUILTY

From their easy-chairs beside the radio, listeners are invited to act as jurors in the new programme series GUILTY OR NOT GUILTY, heard Wednesdays on CKY at 6:45 p.m. Each episode represents a trial, with the evidence 'for' and 'against' the accused. Every week six jurors are selected at random from the City Directory, notified by mail, and asked to vote 'guilty' or 'not guilty' at the conclusion of the programme. GUILTY OR NOT GUILTY provides exciting entertainment and the sponsors MITCHELL-COPP, Jewellers, invite listeners to write in volunteering to act as jurors.



The new home of CKX in Brandon will soon be ready for occupation. Work on the exterior has now been completed, and the installation of equipment is well under way. The official opening is scheduled for late November, and we hope to have pictures and particulars of the new CKX studios in the December issue of "Manitoba Calling".

BRITAIN SPEAKS



Queen Wilhelmina

One of the most popular overseas features regularly heard on CKY is the nightly talk "Britain Speaks". In an air-mail letter recently received from the BBC in London were enclosed negatives of the two photographs reproduced here. They show H. M. Queen Wilhelmina of the Netherlands photographed in a BBC studio while broadcasting a message of thanks for the world-wide birthday celebrations transmitted in her honour, in the BBC's European and Empire programmes. In the other picture we see Clive Brook, the famous British film star, who is heard frequently in the talks series "Britain Speaks". He is shown with Mr. J. W. MacAlpine of the BBC's North American talks section, before one of his broadcasts.



J. W. MacAlpine and Clive Brook



"Manitoba Calling"



CKY PROGRAMMES

Radio programmes are subject to change without notice. The following items are listed as a guide to some of the most popular features. For more details see Winnipeg daily newspapers. Daily programmes are shown in heavy type. Those marked * run on weekdays. Those marked † are on weekdays except Saturdays. All times Central Standard.

SUNDAY

- 9.30—Anzac News Letter—CBC.
- 9.45—Neighbourly News—CBC.
- 11.00—Church Service.
- 12.25—News.
- 1.30—Religious Period—CBC.
- 2.00—New York Philharmonic Orch.—CBC.
- 3.30—Church of the Air—CBC.
- 4.15—The Tea Musicales—CBC—Lipton Tea.
- 5.00—Silver Theatre—CBC—Int. Silver Co.
- 5.30—Week-end Review—CBC.
- 5.45—CBC News—CBC.
- 6.00—Jack Benny—CBC—Gen. Foods Corp.
- 6.30—Carry On, Canad.—CBC.
- 7.00—Church Service.
- 8.00—Drama—CBC.
- 8.30—American Album—CBC—Bayer Aspirin
- 10.00—Classics for Today—CBC.
- 10.30—What Did They Think—CBC.

MONDAY

- * 7.00—Reveille.
- 7.15—Smilin' Ed. McConnell—Mantle Lamp.
- * 7.45—News.
- * 8.00—CBC News—CBC.
- * 8.25—Manitoba Calling.
- 9.30—Al & Bob Harvey—Maple Leaf Milling.
- 9.45—Peggy's Point of View.
- 10.00—BBC News—CBC.
- † 10.30—Woman in White—CBC—Oxydol.
- † 11.00—Story of Dr. Susan—CBC—Lux.
- † 11.15—Big Sister—CBC—Rinsol.
- † 11.45—Singin' Sam—Coca Cola.
- † 12.00—The Happy Gang—CBC—Col.-Palm.
- * 12.45—News, Messages and Weather.
- † 1.00—Story of Mary Marlin—CBC—Ivory.
- † 1.15—Pepper Young's Family—CBC—P. & G.
- 1.30—Friendly Music—Groves.
- † 2.00—Against the Storm—CBC—Ivory Bar.
- † 2.15—Ma Perkins—CBC—Oxydol.
- † 2.30—The Guiding Light—CBC—Camay.
- † 2.45—Road of Life—CBC—Chipso.
- 3.00—Current Events—Dept. of Education.
- 4.00—University Lecture.
- 4.45—BBC News—CBC.
- † 5.00—Little Orphan Annie—Quaker Oats Co.
- 5.30—Superman—Ogilvie Flour Mills.
- * 5.45—News.
- † 6.00—Amos 'n Andy—Campbell Soup.
- 6.15—Easy Aces—Anacin Co.
- 6.30—Durham Dollar Day—Bee Hive.
- 6.45—Lum & Abner—Alka-Seltzer.
- 7.00—Mart Kenney's Mus. Grab Bag—CBC.
- 7.30—True or False—J. B. Williams.
- 8.00—Lux Radio Theatre—CBC—Lux.
- 9.00—CBC News—CBC.
- 9.15—Britain Speaks—CBC.
- 10.30—The Ghost Walker—City Hydro.
- † 11.00—Behind the Headlines—Wpg. Tribune.
- * 11.45—News.

TUESDAY

- 9.45—Peggy's Point of View.
- 10.45—Voice of Inspiration—Young Church.
- 3.00—Prairie Schools Broadcast.
- 3.30—Columbia School of the Air—CBC.
- 4.00—University Lecture.
- 6.15—Secret Service Scouts—Can. Starch Co.
- 6.30—On the Trapline—Sydney I. Robinson.
- 6.45—Lum & Abner—Alka-Seltzer.
- 7.00—John and Judy—CBC—Ponds Cream.
- 7.30—That Brewster Boy—Quaker Oats.
- 8.00—Treasure Trail—CBC—Wrigley Co.

- 8.30—Fibber McGee and Molly—CBC—John-son Wax.
- 10.00—Blended Rhythm—CBC—Tucketts.
- 10.30—Theatre Time—CBC.

WEDNESDAY

- 9.30—Al & Bob Harvey—Maple Leaf Milling.
- 9.45—Dollar-a-Minute—Catelli.
- 1.30—Friendly Music—Groves.
- 3.30—CKY Studio Strings—M.T.S.
- 4.00—University Lecture.
- 5.30—Superman—Ogilvie Flour Mills.
- 6.15—Easy Aces—Anacin Co.
- 6.30—Durham Dollar Day—Bee Hive.
- 6.45—Guilty or Not Guilty—Mitchell-Copp.
- 7.00—Big Town—CBC—Rinsol.
- 7.30—The Family Man—CBC—Lifebuoy Soap
- 8.30—They Fly for Freedom—CBC.
- 9.30—War Savings Broadcast—CBC—Dept. of Finance.
- 10.00—Mercer McLeod Theatre—Dayton's.
- 10.30—Tales of the Plains—CBC.
- 10.45—Irvin Plumm String Trio—CBC.

THURSDAY

- 9.45—Peggy's Point of View.
- 10.45—Voice of Inspiration—Young Church.
- 3.30—Columbia School of the Air—CBC.
- 4.00—University Lecture.
- 4.30—Peggy's Point of View.
- 6.15—Secret Service Scouts—Canada Starch.
- 6.30—Voices of Yesterday—Public Finance.
- 6.45—Lum & Abner—Alka-Seltzer.
- 7.00—Musical Beauty Box—CBC—Col.-Palm.
- 7.30—The Aldrich Family—CBC—Grapenut Flakes.
- 8.00—Kraft Music Hall—CBC—Kraft Phenix
- 10.00—Stag Party—CBC.
- 10.30—Drama—CBC.

FRIDAY

- 7.15—Smilin' Ed. McConnell—Mantle Lamp.
- 9.30—Al & Bob Harvey—Maple Leaf Milling.
- 9.45—Dollar-a-Minute—Catelli.
- 1.30—Friendly Music—Groves.
- 3.00—Prairie Schools Broadcast.
- 3.30—CKY Studio Strings—M.T.S.
- 5.30—Superman—Ogilvie Flour Mills.
- 6.15—Easy Aces—Anacin Co.
- 6.30—Durham Dollar Day—Bee Hive.
- 6.45—Lum & Abner—Alka-Seltzer.
- 7.30—Drama—CBC.
- 8.00—Waltz Time—CBC—Sterling Products.
- 8.30—Canadian Theatre of the Air—CBC—Ironized Yeast.
- 10.00—Northern Messenger—CBC.
- 10.30—Drama—CBC.

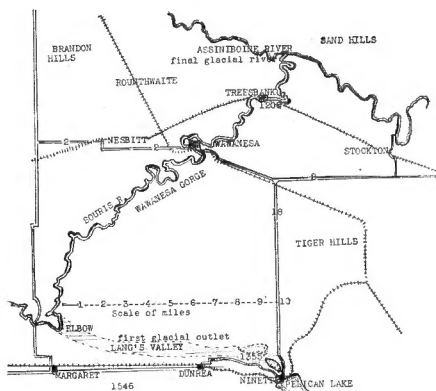
SATURDAY

- 9.00—CBC News—CBC.
- 9.45—Peggy's Point of View.
- 10.30—Good Deed Club—T. Eaton Co.
- 11.00—Prof. V. W. Jackson—Nature Talk.
- 11.30—Children's Scrapbook—CBC.
- 12.30—Pinto Pete—Dominion Fur Auction.
- 4.15—CBC News—CBC.
- 5.15—N.H.L. Hockey Players—CBC—St. Lawrence Starch Co.
- 6.00—With the Troops in Britain—CBC.
- 6.30—Share the Wealth—CBC—Col.Palm.
- 7.00—N.H.L. Hockey—CBC—Imperial Oil.
- 10.00—Musical Mirror—CBC.
- 10.30—Red River Barn Dance—CBC.



Wawanesa Gorge

In caveman days there were great changes around Ninette and Wawanesa. The little Souris that now trickles through the Wawanesa Gorge would never make such a precipitous valley, only a roaring Niagara could do that. Here is how it happened. The ice sheet or glacier that held back Lake Agassiz and Lake Souris 100 feet higher, and all the water from the melting glaciers east of the Rockies, ran along the foot of the Glacier from the elbow of the Saskatchewan to the elbow of the Souris, and on through Lang's Valley to Ninette and the Pembina, a mighty river wearing down the Qu'Appelle and Lang's Valley, a mile wide and 300 feet deep. Then when the ice had retreated to the Assiniboine and formed Lake Brandon, Lake Souris which was 100 feet higher, broke through this 20 mile gap and was soon a raging torrent, carrying sand that made the Carberry Hills and gouged out the Wawanesa Gorge. This is the most rugged scene in Manitoba—20 miles of precipitous cliffs 200 feet high—from the elbow a mile north of Margaret to the Assiniboine 3 miles north of Treesbank.



This cut-through left Lang's Valley high and dry, except for pocketed pools north of Pelican Lake—1,350 feet above the sea, whereas Wawanesa is only 1,203, and the Souris below—1,003.

Ninette Sanatorium, high on the east bank of the old valley, has a magnificent view down Pelican Lake and the Pembina Valley, perhaps the finest view in the province, and how fortunate that those confined to a life on the balconies have such a grand view of the turn of the tide that made Manitoba what it is.

Prof. V. W. Jackson on CKY

AW! YOU FIGURE IT OUT

THE PROBLEM: How to get the effect of 100 clocks ticking at once when only five are available. Ray Kelly, head of the NBC Sound Effects Department, used this system: He rounded up the five and set them to ticking to the accompaniment of five records, each of one clock ticking. He made a record of this, which gave him the sound of 10. He then made a recording of two of these 10-clock records which gave him the sound of 20. Taking two records of 20 and one of 10 and playing them together gave Ray 50. He then played two 50-clock records together to get the 100.

—"Broadcasting".

LITTLE BIRD TOLD THEM?

"The Fascist Mayor of a small Italian town, whose son had been reported as killed in action, arranged for a memorial service: it was to be a solemn function, and all the local dignitaries were going to attend. Half-an-hour or so before leaving his house to go to church, the Mayor listened in, at the usual time, to the BBC broadcast—and heard his son's name read out in the prisoners' list. He was overjoyed, of course, but he couldn't cancel the service and risk being charged with listening to enemy wireless: so he went to church as arranged—only to find when he got there that not another soul had turned up!"

—"War Commentary" by Col. Stevens.



THE LISTENER WRITES

We welcome letters from our listeners at all times. Names and addresses of the writers must be given but will be treated as confidential.

WINTER FAVORITES—"It is nice to hear our favorite programmes back on CKY again. We look forward to the long winter evenings with such fine entertainment at our finger-tips. . . ."—Winnipeg.

LIKES "MANITOBA CALLING"—"Received my "Manitoba Calling" this morning, many thanks. Hope this publication will not be discontinued. We will miss Mr. Coats' talks on the air, I remember so well his description of 'Their Majesties' visit to Winnipeg. Happy landings, Mr. Coats! . . ."—Winnipeg.

STRIKE-OUT FOR BASEBALL—"We were considerably annoyed that the 'World Series' should take precedence over the regular day-time dramatic sketches. Many of us are not a bit interested in either the 'Dodgers' or the 'Yankees' . . ."—Portage la Prairie.

BOUQUET FOR TOMMY—"Tommy Benson helps smooth-out the wrinkles in the morning, even though I often burn the toast while listening instead of tending to 'breakfast-getting' . . ."—Balmoral, Man.

OBJECTION—"We enjoy most of the programmes on CKY, but WHY must we be constantly reminded of the merits of 'such-and-such'? Do we really need all the things radio attempts to sell? . . ."—Winnipeg.

NEWS BULLETINS—"From one who depends on radio as his news-source may I congratulate your announcers on the splendid job they are doing. The overseas news broadcasts are fine, too. What would we do without radio? . . ."—St. James, Man.

AMERICAN VISITOR—"Back from a very pleasant holiday in Manitoba, may I express my appreciation of the fine hospitality shown by your citizens. Especially enjoyed a tour of CKY Studios and meeting some of your announcers, it was a new and thrilling experience to see radio 'in-the-making'. . . ."—Des Moines, Iowa.

CKX HIGHLIGHTS

Numerous programmes not carried by CKY are available to listeners who tune in CKX, Brandon. Some of these are listed below.

DAILY EXCEPT SUNDAYS

- 7.00—Morning Eye Opener.
- 9.00—Morning Bulletin Board.
- 10.15—Intermezzo.
- 10.45—CBC News—CBC.
- 4.15—CBC News and Interlude—CBC.

SUNDAY

- 11.00—Hello Children—CBC.
- 11.55—CBC News—CBC.
- 7.00—Charley McCarthy—CBC.
- 7.30—We Have Been There—CBC.

MONDAY

- 7.30—Sunrise Serenade.
- 11.30—Pelham Richardson's Orchestra—CBC.
- 5.30—Secret Service Scouts.
- 6.00—Circle Bell Ranch.

TUESDAY

- 7.30—Sunrise Serenade.
- 8.00—Durham Dollar Day.
- 9.30—Sweet Hour of Prayer—CBC.
- 11.30—Prairie Schools Broadcast—CBC.
- 1.45—Livestock Report.
- 9.30—Gentlemen with Wings—CBC.

WEDNESDAY

- 7.30—Smilin' Ed. McConnell.
- 8.00—Sunrise Serenade.
- 1.45—Livestock Report.
- 5.30—Secret Service Scouts.
- 6.00—Circle Bell Ranch.

THURSDAY

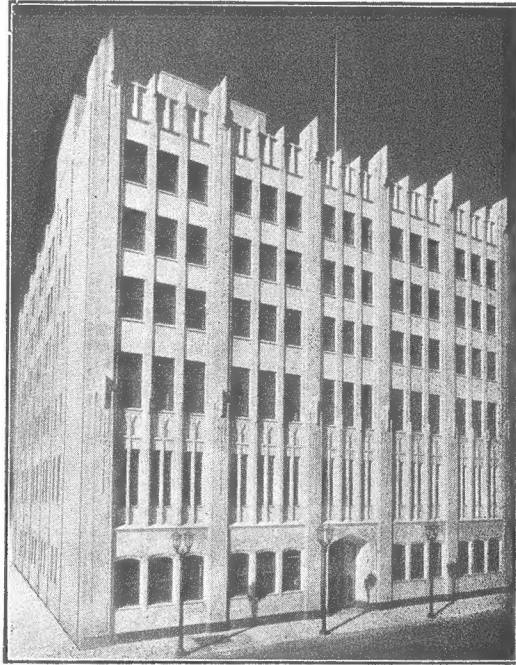
- 7.30—Sunrise Serenade.
- 8.00—Durham Dollar Day.
- 9.30—Sweet Hour of Prayer—CBC.
- 1.45—Livestock report.
- 6.30—B-A Bandwagon.
- 9.30—The Choristers—CBC.

FRIDAY

- 7.30—Sunrise Serenade.
- 11.30—Prairie Schools Broadcast—CBC.
- 1.45—Livestock report.
- 3.00—Fireside Fun—CBC.
- 5.30—Secret Service Scouts.
- 6.00—Circle Bell Ranch.
- 6.30—Hoe-Down by Ogden.
- 9.45—Melody Time.

SATURDAY

- 7.00—Sunrise Serenade.
- 8.15—Breakfast Club—CBC.
- 9.30—Roy Brown Orchestra.



**The Telephone Building,
Portage Avenue East,
Winnipeg**

The Studios and Offices of CKY
which occupy the Third Floor, have
become a popular mecca for visitors.



Idle dollars will never win the war! Mis-spent dollars will never bring victory! Get your dollars busy!

Put them to work in the great National War Weapons Drive.

Lend all you can, as often as you can. Your purchases of War Savings Certificates will do two jobs—bring you a financial return and provide war weapons for our fighting forces.

Don't delay—Act today.

**RADIO BRANCH
MANITOBA TELEPHONE SYSTEM**